

NEWS

Rock-A-Thon

WVCW fundraiser benefits Richmond SPCA

Jay-Anne Casuga

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Music. Charity. And lots of free stuff.

What more could you ask for on the last day of classes before Spring Break?

Starting Friday, **WVCW**, Virginia Commonwealth University's student radio station, will hold its Fourth Annual **24-hour Rock-A-Thon** to raise funds for the Richmond Society for the Prevention of Cruelty to Animals. Broadcasting live from Park Plaza – that overlooked area between the Performing Arts Center and Hibbs Dining Hall – WVCW will give away free CDs, food and raffles, said **Jennifer Oakcrum**, the station's promotions director.

Between noon and 1 p.m., the Rock-A-Thon will be jammin' with live music from local punk band **Ann Beretta**, hip hop artists **Wall Street Entertainment** and rockers **Planeside**.

"It's all about charity," Oakcrum said, adding that the station raised roughly \$500 to \$600 in past years and donated the money to such charities as Daily Planet. The event, she added, also provides a way for the station's disc jockeys to connect with the student body. "We want to get out to the VCU community," Oakcrum said.

After Friday's festivities, the DJs will head over to the T. Edward Temple Building to continue the Rock-A-Thon for an all-night studio broadcast. "We'll be staying up all night," Oakcrum said. Students who'd like to donate to the SPCA, she added, will be able to pledge money for each hour a WVCW DJ stays awake throughout the night.

WVCW General Manager **Michael Liedtke** said listeners would find the station's planned programs to be refreshing alternatives to mainstream radio. "Richmond radio sucks," he said. "That's why our slogan is 'It's like Richmond radio, only good.'"

WVCW has the following radio programs scheduled for Friday:

► **2 p.m. to 4 p.m.: No Title**

Join DJ Mark and listen to the classic rock of the Grateful Dead and other artists.



Jay-Anne Casuga/Richmond.com

WVCW's motley crew.

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► **4 p.m. to 8 p.m.: *Star Spliff***

This sci-fi spoof follows the exploits of the U.S.S. Star Spliff and its crew: Jean Luc, Java the Hut, Princess Lay-me and Ensign Kermit the Frog. "This is basically a combination of Star Search, Star Trek and Star Wars," said **Bryan Fischer**, WVCW marketing director.

► **8 p.m. to 10 p.m.: *It's a Bonnie and Clyde Thing***

For two hours, the air will be pulsing with hip-hop and mixes by WVCW DJ **Swirv Deniro**. At 9:30, Deniro said, the program will have a live emcee battle featuring artists like Wall Street Entertainment, **AJ the Smuck** and **Nikki Santerror**.

► **10 p.m. to midnight: *Grand Old Country Show***

'Nuff said.

► **Midnight to ???: *WVCW After Dark***

The general manager takes over the airwaves for the final program, which features "indie rock and other strange stuff from my record collections," Liedtke said. After Dark, Liedtke said, may also feature roundtable discussions. When asked about discussion topics, he replied, "Well, I can't say... It's after dark..."

Related Links

Can't make it to the Rock-A-Thon? Listen to the Web cast [here](#).